

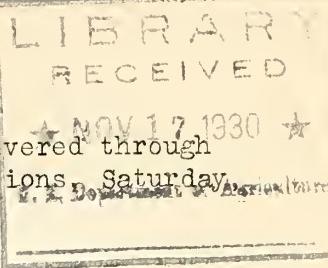
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THE HOME DEMONSTRATION AGENT



A radio talk by Dr. C. B. Smith, Extension Service, delivered through a network of 45 associated National Broadcasting Company stations, Saturday, November 1, 1930.

I am speaking today to farm women and farm men about home matters. There is, of course, no great wealth in farming. There is too much competition. There is, however, the possibility of a fine living and a home in farming, and a real home is one of the biggest and most significant things in life. The great desire is to have a home of some beauty, without and within, a home of culture, orderliness, and peace, to raise an intelligent family, to keep them well, to have some leisure and social life, to have a part in the affairs of the community. All these things are possible without a large income. They are matters of intelligence, of will and purpose and are the things of the world that count most in the long run.

It is a common saying that we don't do as well as we know how to do. That is true in farming and farmers are fast learning that it pays them in dollars and cents to have a county agricultural agent in a county, even if he does no more than to stimulate them to do as well as they know how to do.

Just so, farm women are learning that they profit by the counsel and stimulation of a home demonstration agent. There are about 1,340 such agents in rural counties now in the United States and more are being added each week by the agricultural colleges and United States Department of Agriculture, cooperating with county officials. One hundred twenty-five of these are negro agents and work with negro farm families in the South.

The services of all home demonstration agents are free to all farm women. The cost of a home demonstration agent is paid for by the State College of Agriculture, the Federal Government, and the county government--all three cooperating--and no agent is located in a county unless the people of the county ask for her.

Now, what can a home demonstration agent do for farm women and the home? Well, she can help in about a thousand ways.

Do any of the members of your family have constipation, dyspepsia, simple goiter, pellagra? The home demonstration agent can help you fill your pantries with health-protecting foods and plan your meals so that such diseases will largely be prevented or overcome. Are your children fussy about their eating; do they catch cold easily? The home demonstration agent can help you in meeting these difficulties.

Do you want to put conveniences in your home, like a kitchen pump, water system, bathroom, steam heat or furnace, lighting system? The home demonstration agent is the one you can counsel with and be sure to get good advice. Do you know how to pick out good material for your dress or your children's clothing--material that is becoming and that will wear well, material that is what you pay for? The home demonstration agent is available to teach you how to select becoming, suitable material for dresses and hats and how to cut out patterns from foundation models that will look well

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on you and the children and conform to good taste and the fashions of the times. It is worth while to be becomingly dressed.

Do you need a little more time to rest and read, to play with the children, to keep up your music and visit a little more frequently with your neighbors? The home demonstration agent will help you with short cuts in doing your work and organizing it systematically to save time so you can do these things. She also helps farm women organize themselves into home demonstration clubs where they learn all these things and have a good social time while doing them.

The home demonstration agent is also the one who helps farm women organize and find a way of going to women's camps for a week or two, taking in farm and home week at the agricultural college, and going on tours to see how other folks organize a kitchen and make a home.

Then, the home demonstration agent helps farm women to earn money through the organization of club markets, roadside stands, the sale of flower bulbs, garden and orchard surpluses and canned goods. She helps with the dairying and poultry work so farm women get more profit out of them.

Drought has come as a great calamity in a thousand counties this year. The home demonstration agent is helping in meat canning work, fall and winter gardens, and the remodeling of old clothes. She knows the families in the county in need of help from the Red Cross. There is great danger of under-nourishment in many families. The home demonstration agent is advising as to the kinds and most economical, nutritious foods to buy at the stores to maintain the body in health and ward off disease.

But I find my time is up, and I have just started on the things farm women and home demonstration agents can do together to add efficiency and richness to country life. If you want to know who your county home demonstration agent is or how to get one of these outstandingly helpful human beings in your county, just write to the State director of extension work at your State college of agriculture or to the United States Department of Agriculture.

Now, in this program today, we are going to have an active home demonstration agent speak to you and tell you how she works in her county, then an honest-to-goodness farm woman, who has lived in counties where there are home demonstration agents, will tell you what she thinks about home demonstration agents.